

## **BLIST-O-BAN MARKETING TEXT**

### **Tagline**

Premium protection from blisters

Or

For the prevention and treatment of blisters

Or

Helps prevent blisters and hot spots before they start

### **Short Description (10 words)**

Blist-O-Ban is a premium blister-prevention bandage ideal for high-performance use.

### **Medium Description (41 words)**

Blist-O-Ban is a premium blister-prevention bandage ideal for high-performance use. Its patented dome glides smoothly in all directions, deflecting friction and shear forces away from the skin. The ultra-thin Blist-O-Ban can be placed over any blisters, hot spots, or injury-prone areas.

### **Long Description (75 words)**

Blist-O-Ban is a premium blister-prevention bandage ideal for high-performance use. Its patented dome glides smoothly in all directions, deflecting friction and shear forces away from the skin. The ultra-thin Blist-O-Ban can be placed over any blisters, hot spots or injury-prone areas.

A study funded by the National Institute of Health, along with studies conducted by the Temple University School of Podiatry and the Singapore Army, have all demonstrated the effectiveness of Blist-O-Ban in reducing friction.

***You may also use the descriptive text on the product webpage.***